

IN THE CLAIMS

Please amend the claims as follows:

168. (CURRENTLY AMENDED) A system for displaying programming to a user, the system comprising:

5 printed stationarystationery having at least one machine recognizable feature;

a feature recognition unit having associated therewith a means for recognizing said feature and a means for transmitting a coded signal in response to the recognition  
10 of said feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

a display unit for presenting said programming  
15 material.

169. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by  
20 said feature recognition unit.

170. (PREVIOUSLY PRESENTED) A system as defined in claim 169 wherein said data link comprises an image data link.

171. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises a video data link.

172. (PREVIOUSLY PRESENTED) A system as defined in claim  
5 169 wherein said data link comprises a programming data  
link.

173. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises a sound data link.

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174. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises an online data link.

175. (PREVIOUSLY PRESENTED) A system as defined in claim  
15 169 wherein said data link comprises a online shopping data  
link.

176. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises a pictorial data  
20 link.

177. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises an electronic data  
link.

178. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises an electronic media  
link.

5 179. (PREVIOUSLY PRESENTED) A system as defined in claim  
169 wherein said data link comprises an "information  
superhighway" data link.

180. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 179 wherein said "information superhighway" data link  
comprises the internet.

181. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
15 comprises the world wide web.

182. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a computer network.

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183. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises an integrated services digital network ("ISDN").

184. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a telephone line.

5 185. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a cable access television line ("CATV").

186. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 179 wherein said "information superhighway" data link  
comprises a local area network.

187. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
15 comprises a wide area network.

188. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a data communications network.

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189. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises an Internet Product Service Directory.

190. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a globally based digital communications network.

5 191. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a wireless network link.

192. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 179 wherein said "information superhighway" data link  
comprises a Wireless Application Protocol internet.

193. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
15 comprises an ethernet network.

194. (PREVIOUSLY PRESENTED) A system as defined in claim  
179 wherein said "information superhighway" data link  
comprises a radio frequency ("RF") cellular network.

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195. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a bar code.

196. (PREVIOUSLY PRESENTED) A system as defined in claim  
195 wherein said bar code comprises a Universal Product  
Code.

5 197. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an invisible bar code.

198. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 168 wherein said at least one machine recognizable feature  
comprises a magnetic code.

199. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
15 comprises a printed character.

200. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a symbol.

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201. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a pictorial icon.

202. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an invisible indicia.

5 203. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a two-dimensional figure.

204. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 168 wherein said at least one machine recognizable feature  
comprises an icon.

205. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
15 comprises an invisible icon.

206. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a watermark.

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207. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an invisible watermark.

208. (PREVIOUSLY PRESENTED) A system as defined in claim  
207 wherein said invisible watermark comprises a digital  
watermark.

5 209. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a series of alphanumeric characters.

210. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 168 wherein said at least one machine recognizable feature  
comprises a binary code.

211. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
15 comprises a digital watermark.

212. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a magnetic strip.

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213. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a code.



214. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an on line shopping product code.

5 215. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a home shopping product code.

216. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 168 wherein said at least one machine recognizable feature  
comprises an online shopping service code.

217. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
15 comprises a home shopping service code.

218. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises an analog pattern.

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219. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said at least one machine recognizable feature  
comprises a hieroglyphic character.

220. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said programming material comprises  
information.

5 221. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said programming material comprises a service.

222. (PREVIOUSLY PRESENTED) A system as defined in claim  
221 wherein said service comprises accessing a Web page  
10 related to an organization printed on said stationery.

223. (PREVIOUSLY PRESENTED) A system as defined in claim  
221 wherein said service comprises accessing a Web page  
related to an individual sending said stationery.

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224. (PREVIOUSLY PRESENTED) A system as defined in claim  
221 wherein said service includes displaying promotional  
programming on said display unit of said user.

20 225. (PREVIOUSLY PRESENTED) A system as defined in claim  
221 wherein said service includes conducting an interaction  
with said user via a telephone.

226. (PREVIOUSLY PRESENTED) A system as defined in claim 221 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.

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227. (PREVIOUSLY PRESENTED) A system as defined in claim 168 wherein said display unit comprises a personal computer.

10 228. (PREVIOUSLY PRESENTED) A system as defined in claim 227 wherein said personal computer comprises a laptop computer.

229. (PREVIOUSLY PRESENTED) A system as defined in claim 15 168 wherein said display unit comprises a television.

230. (PREVIOUSLY PRESENTED) A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

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231. (PREVIOUSLY PRESENTED) A system as defined in claim 230 wherein said device containing a microprocessor is hand-held.

232. (PREVIOUSLY PRESENTED) A system as defined in claim  
230 wherein said device containing a microprocessor is  
portable.

5 233. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a personal digital  
planner.

234. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 168 wherein said display unit comprises an internet  
appliance.

235. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a cellular  
15 telephone.

236. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a wireless  
communication device.

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237. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a simulated book.

238. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises an intelligent  
terminal.

5 239. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises a web-based  
television.

240. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 168 wherein said display unit comprises a pager.

241. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said display unit comprises an Internet-enabled  
telephone.

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242. (PREVIOUSLY PRESENTED) A system as defined in claim  
168 wherein said recognition unit is selected from a group  
consisting of a hand-held unit, a scanner, a bar code  
scanner, an optical code reader, an optical reader, a  
20 personal camera, a personal computer reader, a digital  
camera, a digital mouse and an optical mouse.

243. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said recognition unit is linked to a personal  
computer.

5 244. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said recognition unit is linked to a wireless  
interface.

245. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 244 wherein said wireless interface comprises a wireless  
network.

246. (PREVIOUSLY PRESENTED) A system as defined in claim  
245 wherein said wireless network comprises a cellular  
15 network.

247. (PREVIOUSLY PRESENTED) A system as defined in claim  
244 wherein said wireless interface comprises a cellular  
telephone.

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248. (PREVIOUSLY PRESENTED) A system as defined in claim  
244 wherein said wireless interface comprises a pager.

249. (PREVIOUSLY PRESENTED) A system as defined in claim  
244 wherein said wireless interface comprises a wireless  
personal computer.

5 250. (PREVIOUSLY PRESENTED) A system as defined in claim  
244 wherein said wireless interface comprises a personal  
digital assistant.

251. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 242 wherein said feature recognition unit is linked to a  
personal digital assistant.

252. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said feature recognition unit is linked to an  
15 Internet appliance.

253. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said feature recognition unit is linked to a  
television set.

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254. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said feature recognition unit is linked to a  
cellular telephone.

255. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said feature recognition unit is linked to a  
personal digital assistant.

5 256. (PREVIOUSLY PRESENTED) A system as defined in claim  
242 wherein said feature recognition unit comprises a  
portion of a remote control.

257. (PREVIOUSLY PRESENTED) A system as defined in claim  
10 242 wherein said feature recognition unit comprises a  
portion of a handwriting implement.

258. (CURRENTLY AMENDED) A method of providing a user  
access to programming material, comprising the steps of:

15       printing a machine recognizable feature within a  
          printed ~~stationary~~stationery;  
          scanning said machine recognizable feature of said  
          ~~printed stationary~~stationery; and  
          transmitting data associated with said machine  
20       recognizable feature via a communication link to  
          access said programming material, wherein said  
          programming material is related to said ~~printed~~  
          ~~stationary~~stationery.



259. (PREVIOUSLY PRESENTED) The method of claim 258 wherein said communication link includes the Internet.

260. (PREVIOUSLY PRESENTED) The method of claim 258 wherein  
5 said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark,  
10 series of alphanumeric characters, binary code, magnetic strip, code, analog pattern, and hieroglyphic character.

261. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with  
15 a printed ~~stationary~~stationery, comprising the steps of:

printing a machine recognizable feature within said  
~~printed stationary~~stationery wherein said machine recognizable feature has associated therewith a command sequence for accessing programming  
20 material;

scanning said machine recognizable feature within said  
~~printed stationary~~stationery and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote  
server; and  
transmitting said programming material to said user  
allowing said user to perceive said programming  
5 material in a humanly perceivable form, wherein  
said program material is related to said ~~printed~~  
~~stationary~~stationery.

262. (PREVIOUSLY PRESENTED) The method of claim 261 wherein  
10 said programming material comprises multimedia.

263. (PREVIOUSLY PRESENTED) The method of claim 263 wherein  
said machine recognizable feature is selected from a group  
consisting of bar code, universal product code, invisible  
15 bar code, magnetic code, printed character, symbol,  
invisible indicia, two-dimensional figure, icon, invisible  
icon, watermark, invisible watermark, digital watermark,  
series of alphanumeric, characters binary code, magnetic  
strip, code, analog pattern, and hieroglyphic character.